

Name _____

Period _____

Marketing Is All Around Us
Ch 1 Sec 1

What is Marketing?

Terms to know:

Products _____

Goods _____

Services _____

Marketing is based on _____

Marketing connects _____ to their _____

An _____ takes place every time something is _____

In the _____.

There are four basic foundations of marketing. They include:

1. _____
2. _____
3. _____
4. _____

Functions of Marketing -- _____ that work together to get goods and services from the producer to the consumer.

Each is _____

Distribution – Deciding _____ and to _____ products need to be sold to reach _____.

Financing – getting the _____ necessary to _____

Marketing Information Management – Getting information to make sound _____

Usually obtained through _____

Pricing – How much to _____ to maximize _____

Product Service Management -- _____, maintaining, and improving a _____ in response to market opportunities.

Promotion -- _____ with potential customer to _____, and _____ them about a business's products.

Selling – Planned, personalized _____ that _____ Purchase decisions.

The Marketing Concept says
Businesses must satisfy customers' _____ in order to make a _____